

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Festival on the Green Subcommittee
Monday, August 31, 2009
Partnership Offices
1244 Storrs Road (Storrs Commons)
(860) 429-2740
5:00 p.m.
Minutes**

Present: Betsy Paterson, Kim Bova, Jim Hintz, Bruce John, and Steve Rhodes

Staff: Cynthia van Zelm and Kathleen Paterson

Guest: Dee Goodrich, Curt Hirsch, Chris Kennedy, Chris Kueffner, N. M. Lerman, and Lynn Stoddard

1. Call to order

Betsy Paterson called the meeting to order at 5:11 pm. Ms. Paterson asked the guests to introduce themselves to the committee and note their planned involvement with the Festival.

2. Public comment

There was no public comment.

3. Review Task List

Advertising: Ms. van Zelm reported that the t-shirts had arrived and invited the Committee members to take one before leaving. She said that the remaining advertising efforts are the newspaper ads.

Art: Kathleen Paterson told the committee that the artists would be dropping off their work that week and that the jury, consisting of Judith Thorpe, head of Art and Art History at UConn, and Shaun Rock, an art teacher at Mansfield Middle School, will meet to review the work and award prizes the following week.

Children's: Ms. K. Paterson reported that all but one booth space was filled. She said that the games that Kim Bova had volunteered to make would either be used near the small green or as a substitute should any vendor not show up.

Ms. Bova reported on her progress on making the games and mentioned that she is having trouble finding someone with the correct saw.

Chris Kueffner volunteered to help Ms. Bova construct the games.

Betsy Paterson reported that she had made some calls regarding pumpkins but had not been successful in finding anyone who would have pumpkins ready before the day of the Festival.
She will continue to look for pumpkins [Done].

Ms. K. Paterson suggested having a coloring station with pictures of pumpkins that children could decorate as an alternate. The committee decided that, should there not be pumpkins available, the alternate would work but only as an activity, not as a competition.

Ms. K. Paterson asked the committee for any suggestions on who should sit in the dunk tank.

Lynn Stoddard suggested a principal or teacher from the local schools.

Steve Rhodes suggested making masks of "known" figures for high school students to wear while in the tank.

Ms. Stoddard suggested asking the high school sports teams to participate.

Ms. K. Paterson suggested charging a small amount for throws and allowing the sports teams to use it as a fundraiser.

Ms. Paterson commented that no one should be in the tank for more than 15 or 20 minutes due to the temperature of the water.

The committee decided to charge \$1 for 2 throws and to allow interested sports teams to keep any money raised.

Mr. Rhodes and Jim Hintz will make masks of celebrities and local public figures [Done].

Ms. K. Paterson will contact local sports teams [Done].

Parade: Ms. K. Paterson reviewed the update provided by Tom Birkenholz and Barry Schreier. She added that eleven students from E.O. Smith's Drama Club had volunteered to march with the puppets from the Ballard.

Set-up: The Committee reviewed the site plan.

Bruce John said that he will find out what time James Montgomery's van will arrive. He noted that it will not be as large as the All-Stars' bus.

Mr. Hintz said he would need some direction regarding where the Fuel Cell Center's go-kart and larger car will go after the Parade.

Ms. K. Paterson said that it should not be a problem for the go-kart to enter the Festival site with the Parade and that the car will need to pull off with the other vehicles. **She will check with Mr. Birkenholz and Mr. Schreier about plans for the Parade vehicles [Done].**

Sponsors: Ms. Paterson said that it will be important to recognize all of the sponsors to let them know that the community appreciates their support of the event. She will recognize them at the Picnic as well as at the Festival.

Dee Goodrich noted that, as an Area Captain in 2008, she made sure to thank all of the sponsors in her area. She suggested offering sponsors a Festival t-shirt if there are extras after the volunteers have received theirs (check after 4:00 pm).

Recycling: Ms. K. Paterson reported on behalf of Ginny Walton that all of the volunteers for the stations are set. Ms. Walton determined that there are enough plates, bowls, etc on hand that she does not need to order any for this year (but noted that next year, there will need to be an order for everything).

Vendors: Ms. K. Paterson said that all of the vendors are confirmed with the exception of USG and The Nail Loft; **Ms. K. Paterson will follow-up with those two vendors [Done].**

Mr. Hintz suggested asking Kevin Fahey for assistance if USG is difficult to reach.

Ms. Paterson reported that there will be over eighty booths at the Festival.

Volunteers: Ms. K. Paterson said that she sent emails to all of the fraternities and to the multicultural sororities at UConn. Because their Bid Day is the day of the Festival, Ms. K. Paterson did not contact the Pan-Hellenic sororities. Ms. K. Paterson said she also sent information to Mr. Fahey and as a request to have it posted on the faculty and staff website. Ms. K. Paterson added that the volunteer press release had been sent through the Town's Q-Notify system. In all of the correspondence and press regarding volunteers, Ms. K. Paterson said that she had been stressing set-up, Parade traffic control, and clean-up.

4. Master Event List

The Committee reviewed the Master Event List.

Ms. K. Paterson commented that she needs to confirm whether there is sufficient space for the giant wiggly chefs to be displayed near the Dining Services booth.

5. Celebrate Mansfield Weekend

Ms. K. Paterson said that she had been contact by the Chordials about performing at the Festival. She asked the Committee if they would like to have the group perform at the wine-tasting.

Ms. van Zelm will contact Gail Parks and Corine Norgaard to discuss the possibility [Done].

Ms. K. Paterson reported that the Town Committee on Committees will be doing something to recognize volunteers at Picnicpalooza!.

Ms. Paterson said she thought the plan was to have table set-up with ribbons for the volunteers.

Ms. K. Paterson said that the Farmers Market will have music and ready-to-eat items for picnic-goers to purchase. She added that the Weekend had been mentioned in the weekly email to customers already.

Ms. Paterson suggested promoting the Farmers Market more.

Ms. van Zelm said that a note in the email blast will highlight the Market with the rest of the events.

Ms. K. Paterson added that Sara-Ann Chainé confirmed that the Lions Club will grill hamburgers, hotdogs, and chicken at the picnic.

6. Other

Ms. K. Paterson said that the gift baskets are shaping up. She said there would be a “Wine and Dine” basket featuring Sharpe Hill Vineyard wines and a gift certificate to the Nathan Hale’s restaurant (she will contact Coyote Flaco as a back-up); two sets of Jorgensen tickets; and a UConn-themed basket donated by the Division of Athletics.

7. Adjourn

The meeting adjourned at 6:20 pm.